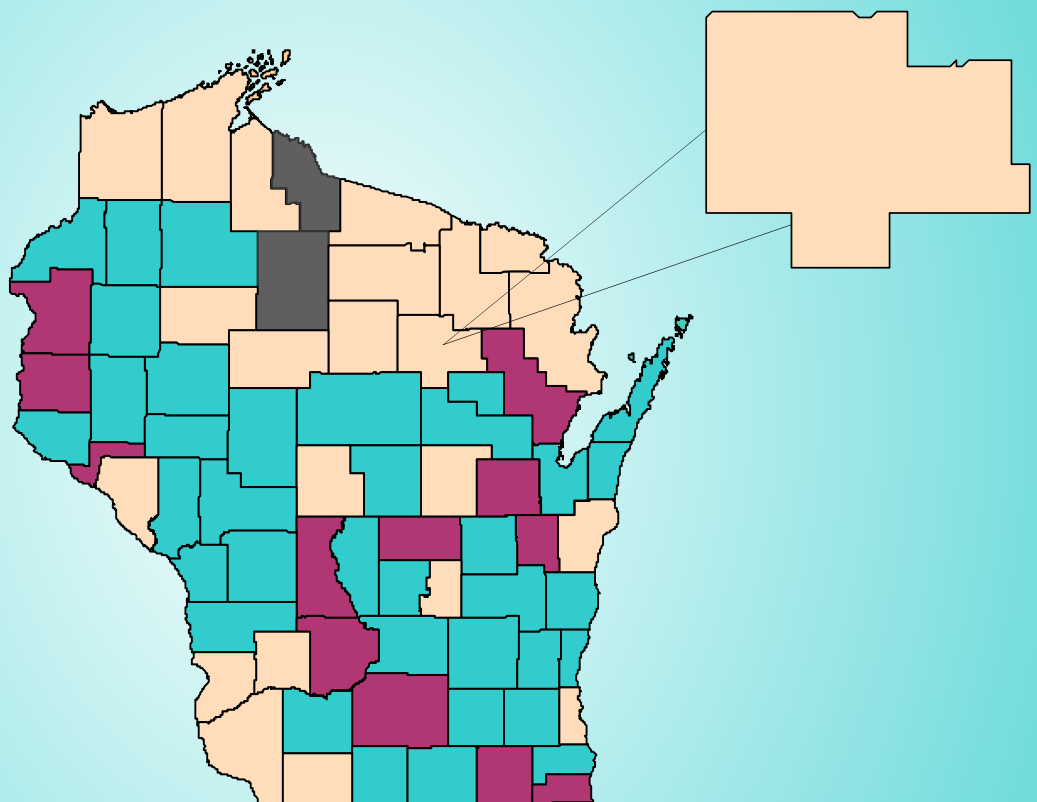


Langlade County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



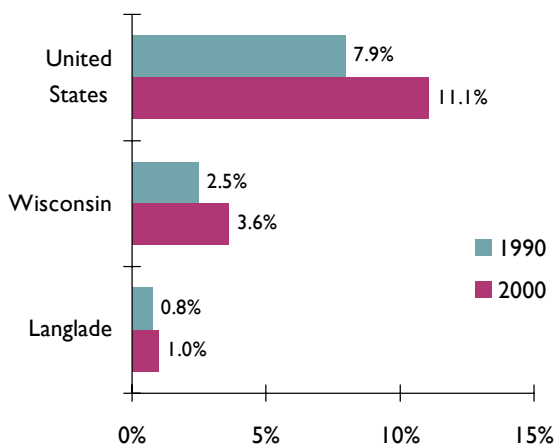
County Population

Langlade County added 277 people, or 1.3 percent to its population between the April 2000 Census and the January 2002 population estimate. This growth was slower than both the statewide and national growth rates. Five of the county's municipalities had growth rates that exceeded the county rate, and four of those were also above the national growth rate of 2.0 percent. Those four were the towns of Rolling, Elcho, Norwood and Wolf River.

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. In non-metropolitan Wisconsin, population growth tends to come from net migration (people moving in minus people moving out) more than it comes from natural increase (births minus deaths). If Langlade county relied solely on natural increase, the population of the county would have decreased by 33 as deaths exceeded births during the period. A possible reason for this is the older age of the population. A large portion of the county's population is past the prime age for child bearing.

The graph below shows the percent of residents were foreign-born in the 1990 and 2000 censuses. Langlade County's portion of foreign-born increased slightly, but the rate of increase was well below either the state or nation. Currently only about one percent of the county's population is

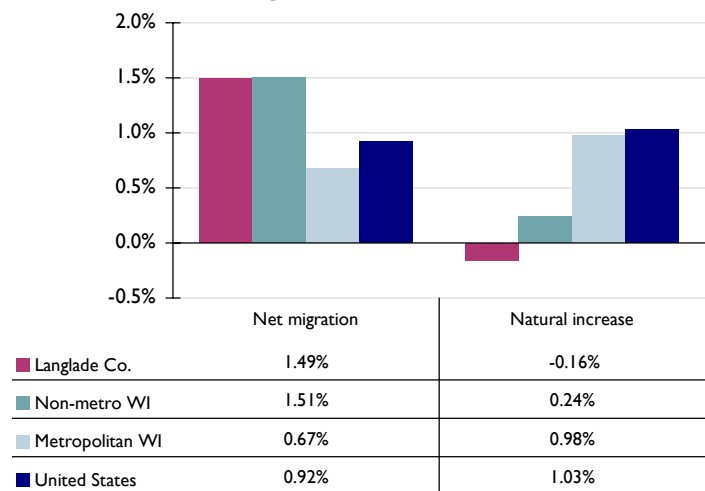
Share of Foreign-born Residents



Total Population

| | April 2000 Census | January 1, 2002 estimate | Percent change |
|-------------------------------|----------------------|-----------------------------|-------------------|
| United States | 281,421,906 | 286,923,000 | 2.0% |
| Wisconsin | 5,363,701 | 5,453,896 | 1.7% |
| Langlade County | 20,740 | 21,017 | 1.3% |
| Largest Municipalities | | | |
| Antigo, City | 8,560 | 8,597 | 0.4% |
| Antigo, Town | 1,487 | 1,503 | 1.1% |
| Rolling, Town | 1,452 | 1,494 | 2.9% |
| Elcho, Town | 1,317 | 1,348 | 2.4% |
| Neva, Town | 994 | 1,007 | 1.3% |
| Polar, Town | 995 | 1,002 | 0.7% |
| Norwood, Town | 918 | 945 | 2.9% |
| Wolf River, Town | 856 | 897 | 4.8% |
| Upham, Town | 689 | 700 | 1.6% |
| Ainsworth, Town | 571 | 573 | 0.4% |

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

foreign-born.

Population projections suggest that, between 2000 and 2020, Langlade County will grow by approximately 1,500, or roughly 7.3 percent. This rate of increase is below state and national levels.

The largest increases will be in those aged 55 to 69, with each 5-year age group growing by roughly 400 to 500 or nearly 80 percent. This will

(Continued on page 2)

Langlade County Workforce Profile

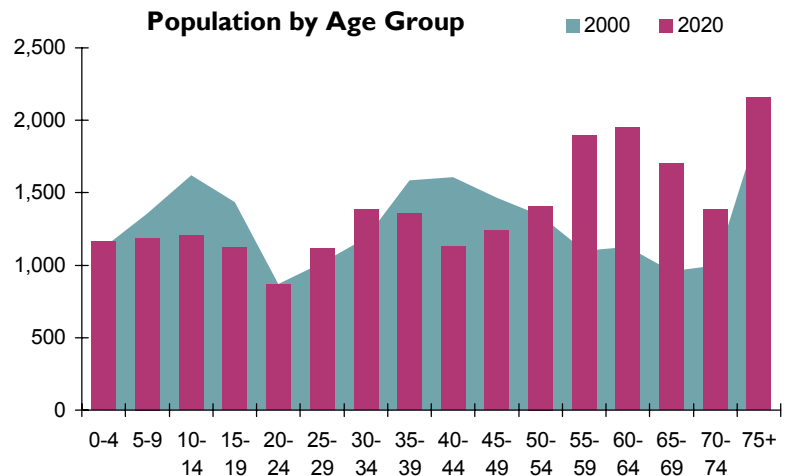
Population Projections by Age Groups in Langlade County

| | 0-4 | 5-9 | 10-14 | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75+ |
|-------------|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2000 | | | | | | | | | | | | | | | | |
| Male | 620 | 687 | 838 | 749 | 457 | 484 | 617 | 785 | 796 | 784 | 674 | 537 | 577 | 446 | 482 | 758 |
| Female | 501 | 667 | 781 | 688 | 413 | 531 | 571 | 801 | 811 | 681 | 669 | 565 | 548 | 512 | 516 | 1,194 |
| 2005 | | | | | | | | | | | | | | | | |
| Male | 574 | 651 | 715 | 813 | 565 | 492 | 536 | 659 | 822 | 833 | 816 | 722 | 561 | 570 | 406 | 843 |
| Female | 552 | 527 | 696 | 747 | 545 | 466 | 569 | 606 | 820 | 830 | 714 | 720 | 590 | 537 | 472 | 1,196 |
| 2010 | | | | | | | | | | | | | | | | |
| Male | 593 | 595 | 669 | 690 | 609 | 604 | 545 | 572 | 690 | 862 | 872 | 876 | 762 | 560 | 525 | 838 |
| Female | 570 | 573 | 543 | 664 | 589 | 608 | 500 | 606 | 621 | 840 | 873 | 771 | 759 | 582 | 495 | 1,160 |
| 2015 | | | | | | | | | | | | | | | | |
| Male | 599 | 606 | 606 | 638 | 509 | 646 | 656 | 576 | 593 | 718 | 895 | 930 | 915 | 759 | 515 | 921 |
| Female | 575 | 583 | 585 | 514 | 519 | 654 | 642 | 529 | 618 | 633 | 879 | 935 | 808 | 747 | 534 | 1,149 |
| 2020 | | | | | | | | | | | | | | | | |
| Male | 592 | 605 | 613 | 573 | 466 | 536 | 695 | 685 | 593 | 614 | 744 | 953 | 970 | 908 | 698 | 974 |
| Female | 568 | 582 | 591 | 551 | 399 | 575 | 686 | 672 | 537 | 628 | 663 | 940 | 976 | 793 | 684 | 1,180 |

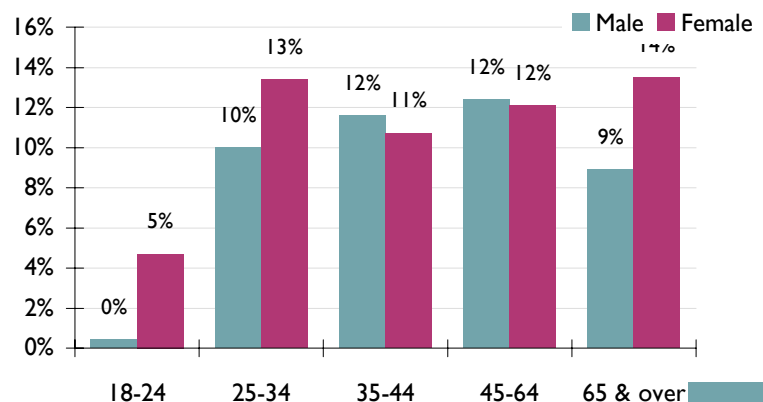
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

be offset by a decrease of population under the age of 50. The most serious impact will be in the age groups that would include potential retirees, (ages 65 to 69) and those of entry level age into the labor force (ages 15 to 19). Based on the projections there will be a larger number in the population reaching retirement age than there will be of labor force entry age before 2010. This may well have a bearing on the county's ability to retain employers or recruit new businesses to the area with its potential of a declining work force in the near future.

Looking at the percent of the county's population with at least a bachelor's degree shows that women have a higher percentage of their respective populations with a degree than men in three of the five age groups listed. The higher percent in the younger groups is in line with current trends in the state and nation. Approximately 65 percent of students currently graduating from college are women.



Percent of age group with at least a Bachelor's degree in Langlade County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are neither working nor unemployed are retirees or people who choose not to work.)

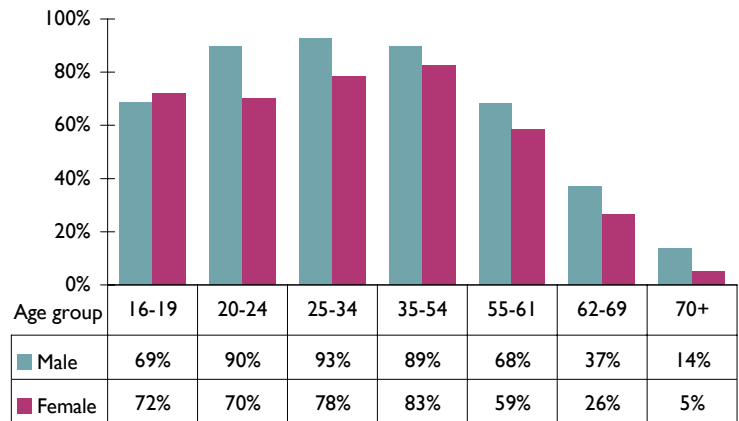
Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been among the five states with the highest participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population are in the labor force. This compares to 66.9 percent in the nation. The participation rate in Langlade County is well below the state average at 60.4 percent. The low participation rate may be due in part to a higher percentage of self employed that are not being picked up in the count as well as a higher than average percent of the population beyond the age of 65. The chart on the bottom right indicates that by 2020 the smallest segment of the labor force aged population will be under 25

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the state and national business cycles. It also varies by age and gender. Participation in the labor force is usually lower in the early years as many in this population group are still attending school on a full time basis. However, this changes in the early twenties and will normally peak between the ages of 25 and 54.

The participation rate for women has increased tremendously during the last half century when less than 50 percent of women were in the labor force

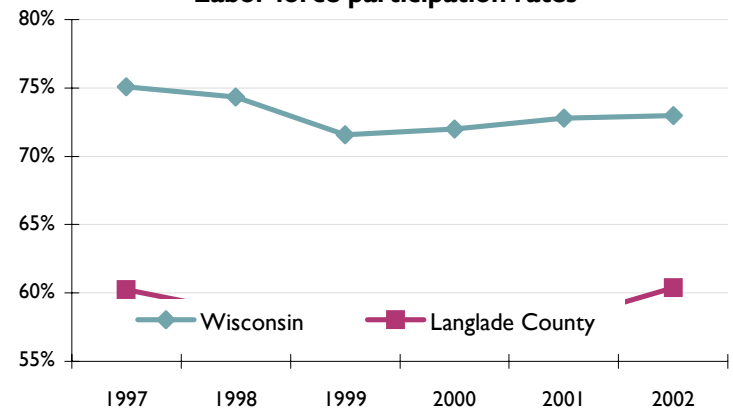
(Continued on page 4)

Langlade Labor Force Participation by Age & Sex in 2000



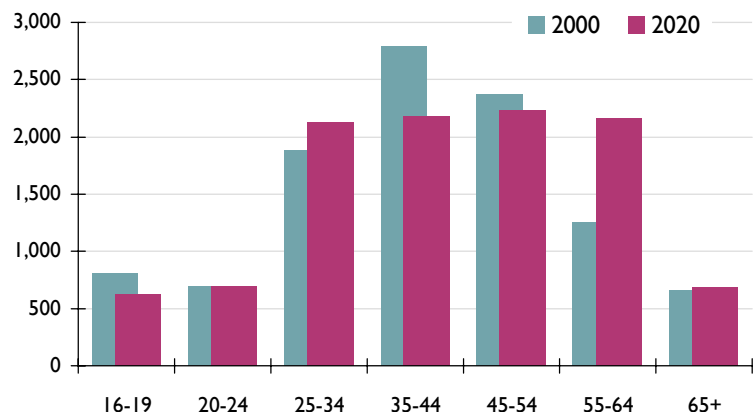
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Langlade County

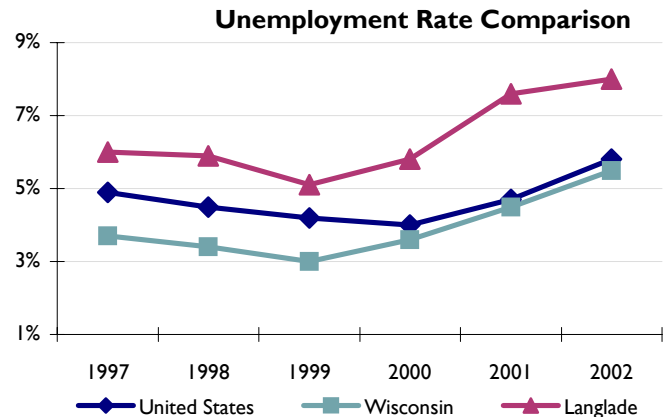


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Langlade County Workforce Profile

to now where their participation is nearly equal to men. While the percent women in the labor force follows the same basic trends as men, it remains slightly below them in all of the age groups except the under 20 years age group.

The county's labor force, employment and unemployment patterns have followed the state and nation during the last five years. However, the county has traditionally had a higher unemployment rate than both of them.



Langlade County Civilian Labor Force Data

| | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|-------------------|-------|-------|-------|-------|-------|-------|
| Labor Force | 9,619 | 9,438 | 9,119 | 9,403 | 9,676 | 9,874 |
| Employed | 9,046 | 8,881 | 8,650 | 8,858 | 8,941 | 9,082 |
| Unemployed | 573 | 557 | 469 | 545 | 735 | 792 |
| Unemployment Rate | 6.0% | 5.9% | 5.1% | 5.8% | 7.6% | 8.0% |

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Langlade County is part of Wisconsin's North Central Region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs doesn't need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.9 percent of the region's jobs in 2000 and are expected to account for 2.6 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support that most jobs require a bachelor's degree.

In its lower portion, the table to the right lists those occupations projected to generate the greatest number of openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires far more training than the other occupations generating the most openings. The field is challenged by a large number of nurses approaching retirement, an expected surge in demand and working conditions and work schedules that can be difficult.

North Central Region Occupation Projections: 2010

| | Top Ten Occupations | Education & Training Typically Required* | Average Wage** |
|-----------------------|-------------------------------------|--|----------------|
| Fastest Growth | Computer Support Specialists | Associate degree | \$16.29 |
| | Computer Software Engrs Apps | Bachelor's degree | \$30.39 |
| | Medical Records/Health Info Techs | Associate degree | \$12.12 |
| | Network/Computer Systems Admin | Bachelor's degree | \$22.28 |
| | Personal and Home Care Aides | 1-month or less training | \$8.66 |
| | Medical Assts | 1-12 mo. on-the-job training | \$11.67 |
| | Social/Human Service Assts | 1-12 mo. on-the-job training | \$10.71 |
| | Computer Systems Analysts | Bachelor's degree | \$24.16 |
| | Computer/Information Systems Mgrs | Work experience & degree | \$33.51 |
| | Surgical Technologists | Postsecondary voc. trng | \$13.89 |
| Most Openings | Cashiers | 1-month or less training | \$7.21 |
| | Comb Food Prep/Serv Wrk/Incl Fast | 1-month or less training | \$7.03 |
| | Retail Salespersons | 1-month or less training | \$9.11 |
| | Waiters/Waitresses | 1-month or less training | \$6.50 |
| | Registered Nurses | Bachelor's degree | \$22.18 |
| | Labrs/Frght/Stock/Matrl Movers/Hand | 1-month or less training | \$10.50 |
| | Truck Drivers/Heavy/Tractor-Trailer | 1-12 mo. on-the-job training | \$15.36 |
| | Office Clerks/General | 1-month or less training | \$9.80 |
| | Stock Clerks/Order Fillers | 1-month or less training | \$9.60 |
| | Janitors/Cleanrs Ex Maids/Hskpng | 1-month or less training | \$9.82 |

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

North Central WDA includes Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

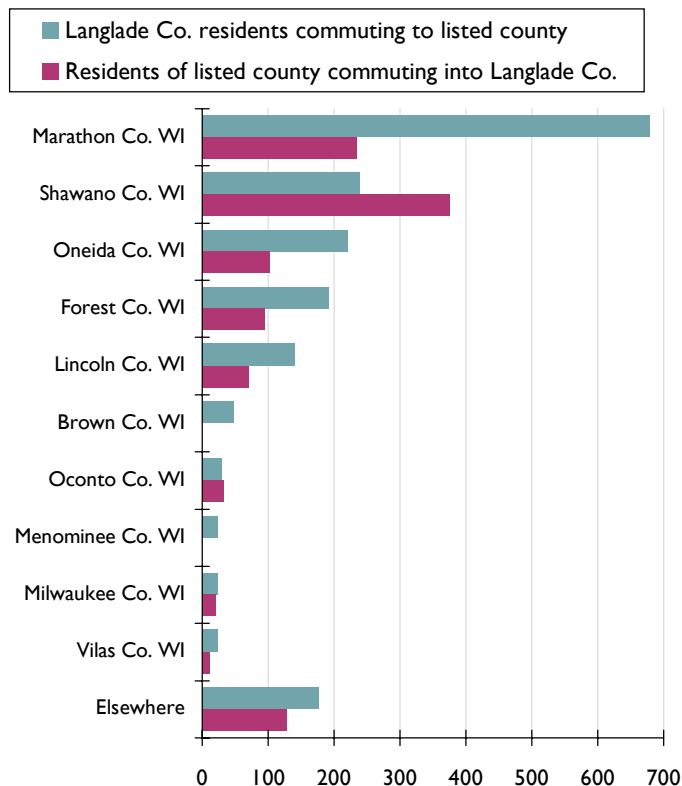
One item that the census looks at is where the population is employed. Not all of the residents in the county work in the county and the reverse is true, not every job is filled by a county resident. Some residents work in neighboring counties, which in cases where cities and villages cross county borders may mean going across a street or river, while

in places the workers may commute many miles to their place of employment.

Usually the major exchanges of workers with other counties is between bordering counties as is the case in Langlade County. Most workers entering and leaving the county for work travel to neighboring counties such as Marathon, Shawano, Oneida or Forest County.

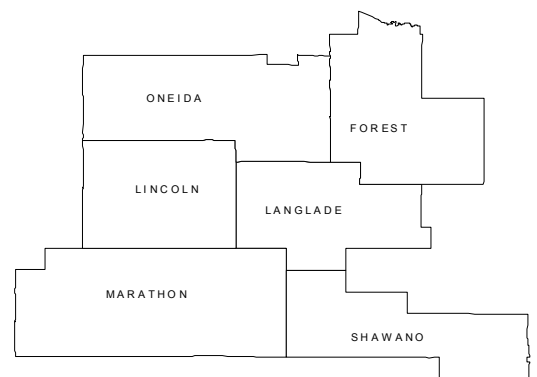
Langlade County is a net exporter of workers. Nearly 1,700 workers leave the county for work on a regular basis, while a little less than 1,100 enter the county for work. This creates a net loss of 650 workers. The primary beneficiary of this exchange is Marathon County which gains 445 workers. Marathon attracts a large number of workers not only due to its proximity, but also because average annual wages in the county are higher than in Langlade. Marathon County is designated as a metropolitan statistical area which is attained when its population reaches a certain size and meets other economic conditions. Wages in metropolitan areas are usually higher, and there are usually more job openings in a wider variety of occupations than there are in more rural areas.

Although Langlade is basically a net exporter of workers to surrounding counties, it does have a positive exchange with Shawano County where it gains 137 workers.



| | Langlade Co. residents commuting to listed county | Residents of listed county commuting into Langlade Co. | Net gain or loss of workers |
|------------------|---|--|-----------------------------------|
| Marathon Co. WI | 679 | 234 | -445 |
| Shawano Co. WI | 239 | 376 | 137 |
| Oneida Co. WI | 220 | 103 | -117 |
| Forest Co. WI | 191 | 94 | -97 |
| Lincoln Co. WI | 140 | 71 | -69 |
| Brown Co. WI | 48 | not avail. | not avail. |
| Oconto Co. WI | 29 | 32 | 3 |
| Menominee Co. WI | 24 | not avail. | not avail. |
| Milwaukee Co. WI | 24 | 20 | -4 |
| Vilas Co. WI | 24 | 12 | -12 |
| Elsewhere | 177 | 128 | -49 |

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

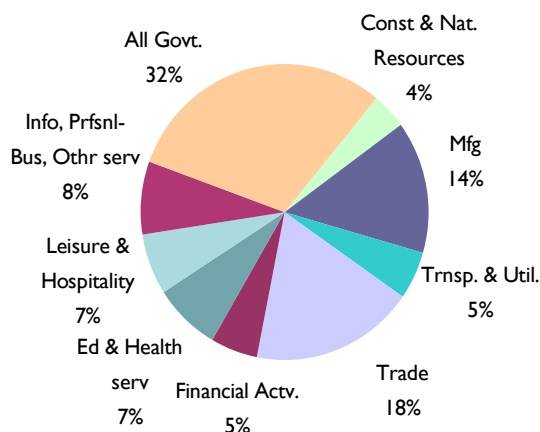


Industry Employment -

Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like the leisure & hospitality or education & health services) and that NAICS offers less detail in other places (retail trade and wholesale trade are rolled up into one category for non-metropolitan areas.

Langlade County Industry Distribution: 2002



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like “manufacturing”, its definition changed, so comparisons of SIC data to NAICS data carry limited meaning.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, but SIC data was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare the old trade or services numbers to the new ones.

While manufacturing only has 14 percent of to-

(Continued on page 7)

2002 Industry Employment in Langlade County: A comparison of two classification systems

| NAICS Super-sectors | Employment | Distribution | SIC Industry Divisions | Distribution |
|---|------------|--------------|--|--------------|
| Construction, natural resources & mining | 141 | 4% | Construction & Mining | 4% |
| Manufacturing | 514 | 14% | Manufacturing | 21% |
| Transportation, warehousing & utilities | 192 | 5% | Transportation, utilities & communication | 5% |
| Trade (wholesale & retail) | 654 | 18% | Wholesale trade | 4% |
| | | | Retail trade | 22% |
| Financial activities | 187 | 5% | Finance, insurance & real estate | 3% |
| Information, professional & business services, other services | 285 | 8% | Services & misc (incl. agr, forestry, fishing) | 25% |
| Education and health services | 263 | 7% | Government | 15% |
| Leisure & hospitality | 240 | 7% | | |
| Government | 1,092 | 31% | | |

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Langlade County Workforce Profile

tal employment in the county, four of the largest private employers are from the manufacturing sector, and two of the largest industry groups are from manufacturing. The employer lists below just includes private employers, if it included both public and private employers, it would include the county government, city government, and most likely one or more school districts. This is typical in most

counties.

Overall the top ten industry groups provide over 90 percent of the private jobs in the county. The ten largest private employers provided 52 percent of all the jobs in the county, although they make up less than two percent of the county's employers.

Top 10 Industry Groups in Langlade County

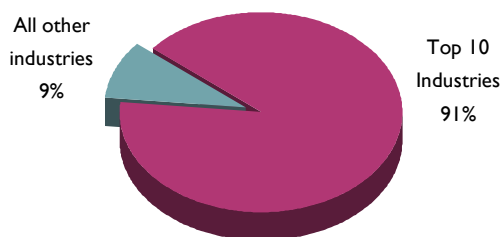
| Industry Group | March 2003 | | Numeric change 2002 - 2003 |
|--|------------|-----------|-------------------------------|
| | Employers | Employees | |
| Educational Services | * | * | * |
| Food Services and Drinking Places | 47 | 525 | -117 |
| General Merchandise Stores | 8 | 490 | 68 |
| Hospitals | * | * | * |
| Executive, Legislative, & Gen Government | 18 | 396 | -24 |
| Wood Product Manufacturing | 7 | 362 | -22 |
| Machinery Manufacturing | 7 | 302 | -85 |
| Crop Production | 20 | 301 | 37 |
| Nursing and Residential Care Facilities | 7 | 260 | 10 |
| Food And Beverage Stores | 10 | 259 | 37 |

*data suppressed to maintain confidentiality

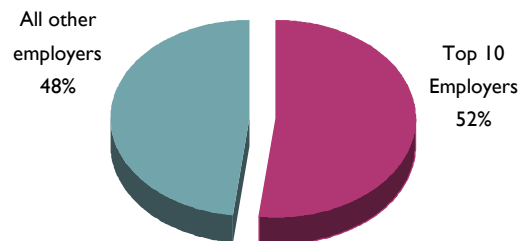
Top 10 Private Employers in Langlade County

| Company | Product or Service | Size |
|---------------------------------|--|---------|
| Langlade Memorial Hospital | Child day care services | 250-499 |
| Wal-Mart Associates, Inc. | Discount department stores | 100-249 |
| Vencor Nursing Ctrs Ltd. Ptrshp | Nursing care facilities | 100-249 |
| Waukesha Bearings Corp. | Mechanical power transmission equip. manufacturing | 100-249 |
| Fleet Wholesale Supply Co, Inc. | Warehouse clubs and supercenters | 100-249 |
| The Antigo Cheese Co. | Cheese manufacturing | 100-249 |
| The Copps Corp. | Supermarkets and other grocery (except convenience) stores | 100-249 |
| Kretz Lumber Co, Inc. | Sawmills | 100-249 |
| Robbins, Inc. (Ohio Corp) | Other millwork (including flooring) | 100-249 |
| Amron LLC | Small arms ammunition manufacturing | 100-249 |

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Langlade County Workforce Profile

The tables and the bar graph on this page are derived from employers' unemployment insurance reports. Overall, average annual wages paid in Langlade County were well below the statewide average, although results varied by industry. Wages in natural resources industry were closest to the statewide average of any industry, although the wages were lower than the all-industries average for the county. Manufacturing had the highest average wage of all the industries in the county, although the share of workers in this industry is below the state average. Employment in manufacturing also declined slightly from 2001 to 2002. Public administration produced more total wages than any other industry in the county, although health and education had the highest number of workers of all industries. (The data on page 6

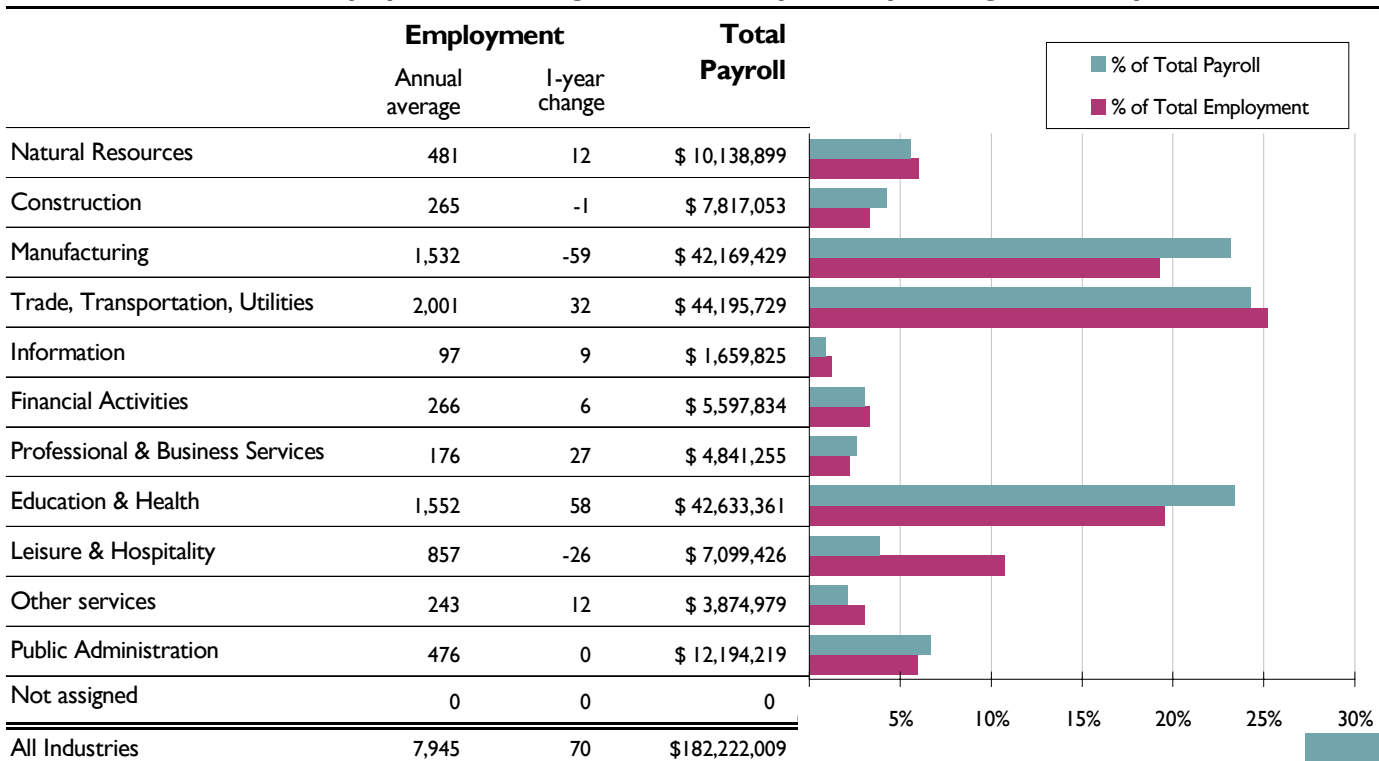
Average Annual Wage by Industry Division in 2002

| | Average Annual Wage | | Percent of | 1-year |
|----------------------------------|---------------------|-----------------|------------|----------|
| | Wisconsin | Langlade County | Wisconsin | % change |
| All Industries | \$ 32,422 | \$ 22,935 | 71% | 1.9% |
| Natural resources | \$ 25,481 | \$ 21,079 | 83% | -2.0% |
| Construction | \$ 39,649 | \$ 29,498 | 74% | -6.3% |
| Manufacturing | \$ 40,584 | \$ 27,526 | 68% | 4.3% |
| Trade, Transportation, Utilities | \$ 28,422 | \$ 22,087 | 78% | 0.3% |
| Information | \$ 38,871 | \$ 17,112 | 44% | -4.1% |
| Financial activities | \$ 40,337 | \$ 21,044 | 52% | -0.1% |
| Professional & Business Services | \$ 36,324 | \$ 27,507 | 76% | -1.2% |
| Education & Health | \$ 33,768 | \$ 27,470 | 81% | 3.4% |
| Leisure & Hospitality | \$ 11,837 | \$ 8,284 | 70% | 3.9% |
| Other services | \$ 19,500 | \$ 15,946 | 82% | 3.8% |
| Public Administration | \$ 33,769 | \$ 25,618 | 76% | 1.5% |

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

groups public schools with government, while they fall under education & health services here.) In financial services and business and professional services, the high-wage jobs tend to cluster around established hubs and metropolitan areas. Rural counties seldom see many such jobs.

2002 Employment and Wage Distribution by Industry in Langlade County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

In 2001, Langlade County's per capita personal income (PCPI) of \$21,908 was well below non-metropolitan Wisconsin's PCPI (\$24,118) and the national non-metro PCPI (\$22,472). From 1996 to 2001, metropolitan counties saw higher PCPI and faster PCPI growth than non-metro counties. Wisconsin saw a smaller gap between metro and non-metro PCPI than the nation, and that gap grew more slowly here.

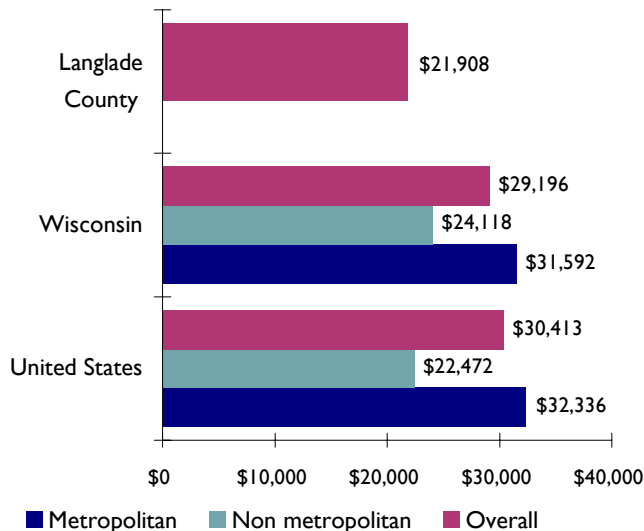
In the late 1990s, Langlade County's PCPI was about 92.3 percent of the non-metro U.S. PCPI;

now it is at 90.8 percent. Compared to the state or the nation, Langlade County's total income depends much more on transfer payments (such as Social Security) and much less on net earnings (typically associated with employment). Along with the demographic trends on pages 2 and 3, these trends suggest high rates of retirement locally. Per capita, transfer payments are low and tend to grow slowly, compared to other income sources.

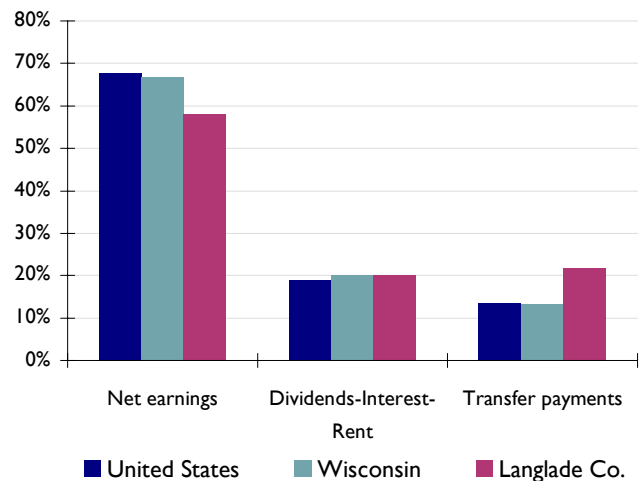
Per Capita Personal Income

| | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | Percent Change | |
|-----------------|----------|----------|----------|----------|----------|----------|----------------|--------|
| | | | | | | | 1 year | 5 year |
| United States | \$24,270 | \$25,412 | \$26,893 | \$27,880 | \$29,760 | \$30,413 | 2.2% | 25.3% |
| Wisconsin | \$23,301 | \$24,481 | \$26,004 | \$26,926 | \$28,389 | \$29,196 | 2.8% | 25.3% |
| Langlade County | \$18,004 | \$18,631 | \$19,424 | \$20,258 | \$21,475 | \$21,908 | 2.0% | 21.7% |

2001



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

dan.barroilhet@dwd.state.wi.us